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Spotlight on Success – Southern Illinois Scale

A Noble, Illinois business is manufacturing a new kind of in-motion truck scale, outfitted with technology that can weigh vehicles without requiring them to stop. Southern Illinois Scale, working with Rinstrum, a weighing products development company, the **Illinois Small Business Development Center at Illinois Eastern Community College**, the **Illinois SBDC International Trade Center (ITC) at the Campaign County Economic Development Corporation (CCEDC)** and the Richland County Development Corporation, produce the scales through a new company called Right Weigh Innovations.



Brad Fryburger opened Southern Illinois Scale in 1997 and now has 13 employees. He said Rinstrum Vice President/General Manager John Lawn came to him three years ago with the prospect of building and distributing an in-motion scale. Mr. Lawn and Mr. Fryburger have known each other for over 20 years. When Mr. Lawn proposed the idea Mr. Fryburger "immediately understood the concept."

Mr. Fryburger started Right Weigh in 2013 to manufacture the new scale. They have four full-time and one part-time employee and hope to expand. The company is currently developing an In-motion Rail Scale and an In-Motion Off Road Quarry Track Scale, both of which will be released later this year. Several other products are in early development stages. The pair is working to earn a Legal for Trade classification for in-motion scales which is not written into current law and would open up markets for this product.

Mr. Fryburger has been working with the **Illinois ITC at CCEDC** for over a year, preparing to make their first shipment to Australia. "In addition to exports to Australia, the new start-up exporting entity will be

shipping to New Zealand and South America. With export expertise of the International Trade Specialist, Right Weigh Innovations is getting assistance and training in export documentation, international logistics, international payment methods and learning about the intricacies of international trade," **CCEDC international trade advisor Cravens** wrote.

She stated the AUSFTA (Australia-US Free Trade Agreement) has been a big benefit to Right Weigh. "Free Trade Agreements have proved to be one of the best ways to open up foreign markets to U.S. exporters. The reduction of trade barriers and the creation of a more stable and transparent trading and investment environment make it easier and cheaper for U.S. companies to export their products and services to trading partner markets."

Brumfiel said the **Illinois SBDC at Eastern Illinois Community College** has worked with Fryburger since around 2000. He worked with Right Weigh on issues such as funding, financing, marketing and business model agreements with other partners. Learn more at:

<http://www.southernscale.com/> <http://www.rinstrum.com/> and <http://www.rwls.com/>

SBDC's In The News – 1300 Jobs to Havana

The Illinois SBDC at WIU was mentioned in a recent article in the Peoria Journal Star regarding an agri-business project and an energy project at the Havana Industrial Park. The potential projects could bring as many as 1300 jobs to Havana. Greg Garrett, the director of the SBDC at WIU is quoted in the article and the involvement of the Illinois SBDC/ITC at Bradley University, directed by Jim Foley is also mentioned in the article. Great efforts by the Illinois SBDC Network. Please [CLICK HERE to read the complete article](#).

Maximizing Neoserra – Training Events as Advising Sessions

If only one person attends a training event it must be recorded in Neoserra as an advising session and should be deleted as a training event.

Training Events Now Require Zip Codes

You must now include the zip code of the training event location when entering training event data.

Valued Resources – Email Marketing Tools for Small Businesses

The link below provides a listing and a short summary on a number of email marketing software/applications/tools for small businesses. The article also provides a ranking of some of the tools as rated by www.businessnewsdaily.com. Check out the story by clicking on <http://www.businessnewsdaily.com/8276-best-email-marketing-software.html>

Network News and Moves - Small Business Facts

Shown below you will find 8 interesting small business facts provided by NewGround Publications, the provider of several of our small business publications provided on the Illinois Department of Commerce's Illinois SBDC website. Please [click here to view these outstanding publications](#), available in both English and Spanish.

Small Business Facts

1. The approval rate for small business loan applications increased to 62.4%. Big banks approved 22.8% while small banks approved 48.9% of loan applications.
2. SBA loans by credit unions have increased by 50%, from \$810 million to \$1.2 billion, since 2011.
3. 65% of entrepreneurs turn to community banks for commercial loans while 15% go to larger banks.
4. Entrepreneurs going online for small business loans are expected to rise from its current 2% to 16% by 2020.
5. Chamber of Commerce members are small business owners since 96% have less than 100 employees.
6. Veterans own about 2.4 million of all U.S. small businesses.
7. Women own 30% or 9.4 million of all U.S. businesses and generate revenues of \$1.5 trillion.

8. Hispanic businesses are growing at 15 times the rate of all U.S. firms. There are over 4 million Hispanic-owned businesses, up 57% since 2007.

Taking Your Business Global Webinar

Webinar Series is Designed to Help Small Businesses Build an International Customer Base. On January 27, 2016 at 10:00 AM the Illinois District Office of the US Small Business Administration is hosting a webinar to introduce small businesses to International markets. By learning how to use our network of government resources to assist in exporting goods and services, your business can become a major player in the international marketplace.

The webinar will present information for your firm's export readiness by providing an in-depth evaluation for market readiness in the global marketplace, training available to prepare entrance to foreign markets, and financial assistance to support participation in foreign markets.

This webinar is free of charge. You may register by contacting Stephen Konkle at 312-886-4208, or Stephen.konkle@sba.gov. The deadline for registration is Jan. 25, 2016.

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The **WEEKLY CONNECTION** email is distributed by the Illinois SBDC and Illinois Department of Commerce Office of Entrepreneurship, Innovation and Technology each Monday to members of the Illinois SBDC Network to provide our service delivery partners with current updates on small business issues, opportunities and resources. Please send information for the email to Tom.Becker@illinois.gov and share this update with interested partners.

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**Illinois
Department of Commerce**

& Economic Opportunity

**OFFICE OF ENTREPRENEURSHIP,
INNOVATION & TECHNOLOGY**

Bruce Rauner, Governor

